



# Services for Exhibitors at the e-mobility hall C4 of ExtraEnergy at BIKE EXPO 2010

Trade visitors: 22. and 23. July 2010

Public days: 24. and 25. July 2010

Responsible:  
ExtraEnergy e.V.  
Koskauer Str 100  
07922 Tanna - Germany  
[www.ExtraEnergy.org](http://www.ExtraEnergy.org)



# The concept

The tradeshow uncompromisingly focuses on pedelecs and e-bikes. Extensive testtracks and elaborate information offerings are designed to suit the needs of exhibitors, traders and customers alike. A whole pavillion revolves around LEVs (Light Electric Vehicles).

BIKE EXPO and ExtraEnergy offer attractive packages, designed to suit your needs as an exhibitor.

Our package deals include the floorspace and other services like participation in test track, entry in the LEV magazine, tranining sessions and more. It is up to you, how present you will be at BIKE EXPO 2010.

Simply choose between:

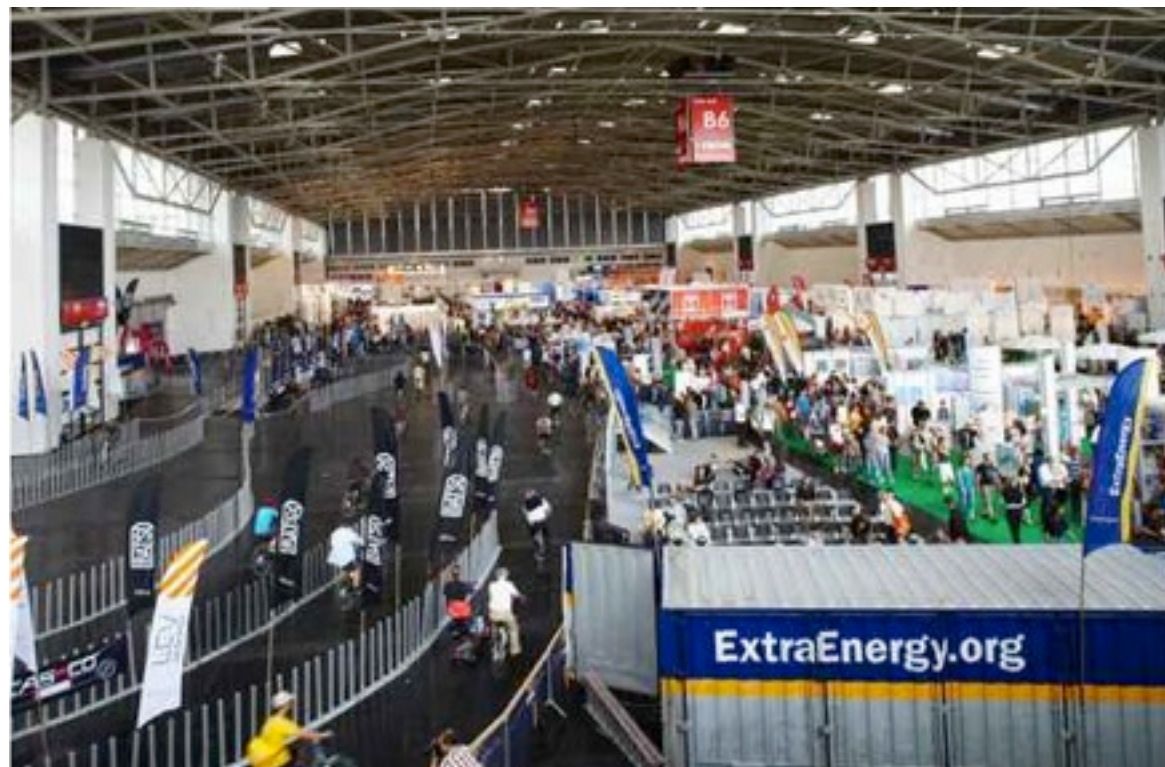
- **Option I: Check In booth located at the test track**
- **Option II: Premium Packages including services**
- **Option III: Platforms in C4 or outdoor**



# A hall made for e-mobility

BIKE EXPO 2010 stretches across three halls, C2, C3 and C4.

In and around the whole C4, ExtraEnergy organizes the attractive frame programme for LEVs in cooperation with the Munich fair.







# E-Mobility hall C4 and open air ground

Speedtrack for fast pedelecs  
with integrated offroad track

Testtrack for wellness  
cyclists, citybikers etc.

Check In booth with 16 m<sup>2</sup>

Premium Area

Platforms for LEV  
exhibitors

Open air stands for  
LEV manufacturers

Trader's training session

Pedelec test exhibition

ExtraEnergy stage,  
Infobooth and special  
exhibitions

Speedtrack for fast pedelecs  
with integrated offroad track

Testtrack for  
wellness  
cyclists,  
citybikers etc.

1	8
2	7
3	6
4	5





## Option I: Check In booth with 16m<sup>2</sup>

Go for a good and well-known bargain: the check in booth of ExtraEnergy that offers direct access to the test track - floorspace and construction inclusive.

The Check In convinces with simplicity and functionality. Everything revolves around the driving experience, the strongest argument pedelec and e-bike exhibitors hold.

With a Check In you get 16 m<sup>2</sup> usable area with direct access to testtrack, booth construction included.

**Check In option I: Stand construction, floorspace, power and 2 advertisement spaces for 2.800€**

**Check in option II: Stand construction, floorspace, power and 2 advertisement spaces plus 1/2 page of the LEV magazine to present your products (rotation 25.000) for 3.200 €**

--> Your brand on our booth - print your label on the textile side walls  
(pricing example of Sachsenfahnen: side wall 74 x 238 for 67€\* with B6 fire control certificate)

\*Prices may be subject to change





## Option II: Premium Area

The **ExtraEnergy Premium Areas** are located at the heart of the e-mobility hall. The offer is valid for certain floor spaces in hall C4 for exhibitors of pedelecs with either **50m<sup>2</sup> (7.500€)** or **100m<sup>2</sup> (12.000€)** and **includes extra services**.

Your extras:

- > Check In at the testtrack
- > Participation in testtrack with your vehicles
- > 2 advertisement spaces at the testtrack (banners or bowflags)
- > 2 pages\* of the LEV magazine to present your new products with picture and a short text

\*Editorial content dealing with your products in the sense of an innovatory review only. Deadline for editorial content is 11th July 2010. If you have not handed in your content by that date, ExtraEnergy reserves the right to reduce your space.

If you book one of our Premium Areas with **100m<sup>2</sup>** you additionally get the option

- > to present your products for 20 min in one of our training sessions for traders.

*Please note: The Premium Area offer does not include any other stand construction apart from the Check In booth construction.*







## Platforms for LEV exhibitors in hall C4

If you prefer to design your own booth in various sizes, regular bookings of floor space are available. As manufacturer of pedelecs and e-bikes or their components, the exhibition hall C4 offers the ideal surrounding for exhibitors of LEV products.

If you want to be close to the testtrack, please let us know.

**The floor space is offered to the regular m<sup>2</sup> conditions and prices of BIKE EXPO.**





## Open air stands for LEV exhibitors

The open air area offers a cost-efficient option for your presentation. Position yourself with your **showtruck or tent** directly at the testtrack.

You got more to show? Exhibitors that already have a booth inside the fair get 50% off the price per squaremeter for the outside area.

The regular squaremeter prices of BIKE EXPO are valid for this offer.







**Thank you very much for your attention.**

**For your booking, forms, questions and  
comments please turn to BIKE EXPO:**

Kerstin Leckebusch

Tel.: 089 949 20161

Email: [leckebusch@bike-expo.com](mailto:leckebusch@bike-expo.com)

**or ExtraEnergy (for Check In booths):**

Hannes Neupert

Tel: +49-(0)36646-270 94

mobil: +49-(0)173-3588221

email: [hannes.neupert@extraenergy.org](mailto:hannes.neupert@extraenergy.org)